

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
December 9, 2008
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Blvd., Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Craig Donahue, Vice President, The Donahue Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Brent Gaulke, Gerding Edlen
Ryan Harter, CIM Group
Darcy Judd, Robertson Properties Group
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

George Abou-Daoud, Bowery Street Enterprises
Shake Bakalyan, Wells Fargo Bank

Consultants

Brian Barth, Hollywood Property Owners Alliance
Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Steve Seyler, Andrews International Security
Joe Salazar, Andrews International Security

Guests

Anthony Yannatta, Thomas Safran and Associates
Stuart Falk, Thomas Safran and Associates (6222 Fountain Ave.)
Lillian Kuo, Broadreach Capital
Travis Serpa, Space 15Twenty
Rouben Rapelian, Sunset Gower Studios

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:09 P.M.

2. Public Comment

None.

3. Approval of Board Minutes

It was moved by Brian Folb, seconded by Richard Falzone and CARRIED to approve the CHC Board Minutes from November 11, 2008. Unanimously approved.

4. Treasurer's Report

A. Treasurer's Report: Gallagher reported that after preparing this month's Treasurer's report it appears that the BID's carry-over to next year may be \$10,000 larger than originally expected. If expenditures go as planned for the month of December the board would carry over approximately \$339,434.

It was moved by Michael Mandala, seconded by Darcy Judd and CARRIED to approve the Treasurer's Report from November 30, 2008. Unanimously approved.

B. Petition for adjustment to parcel at 6222 Fountain Ave.: Sarah MacPherson briefed the board on the City Clerk's findings with respect to the request by the owner of 6222 Fountain to have the residential square footage removed from their BID assessment. The City Clerk has determined that the removal of this square footage could be achieved subject to appropriate rationale outlined by the Board of Directors who manage the Sunset & Vine BID.

This has been previously discussed by the board, and the rationale involves the following: (a) the parcel is located off the commercial corridor located along Vine Street and is not in a position to benefit from BID services; (b) the property is largely a low-income senior citizen housing complex, with just a small medical office located on site (the commercial square footage); (c) an identical parcel across the street was not included in the BID due to the lack of any commercial square footage on the premises; (d) this parcel was not part of the original boundaries recommended by the BID Formation Committee, but was added at the last minute by the city attorney when conducting a map-oriented (non visual) boundary review. At the request of the Board, the staff canvassed the BID to see if any other parcels might fall into this situation. MacPherson reported that only one other parcel similarly resembled the 6222 Fountain Ave. parcel in terms of its proximity to the Vine corridor, 6245 Afton Pl. However, it was determined that these parcels were commercially used by the Production Group, thereby causing them to be included within the BID boundaries.

MacPherson advised that if the board voted to adjust the assessment on the 6222 Fountain Ave. parcel, the property owner (Thomas Safran and Associates) would be advised to pay the full installment on their tax bill due December 10, 2008 so as to avoid any penalties, and that the second installment should come back with a credit to the owner.

The board was advised that the action today would authorize the HPOA staff to calculate the new assessment and forward it to the City Clerk's office for final approval.

It was moved by Ryan Harter, seconded by Brent Gaulke and CARRIED to approve the submission to the City Clerk of a recommended revised assessment for the 6222 Fountain Ave. parcel which adjusts the assessable square footage to restrict it to only the commercial building located on the parcel. Unanimously approved.

5. Committee and Program Reports

A. Streetscape Committee

1. MacPherson and Carol Massie; member of the Vendor Selection Subcommittee, briefed the board on the selection process for the maintenance vendor for the two BIDs. After reviewing the vendors' proposals and interviewing, Massie informed the board that the subcommittee recommends awarding the maintenance contract to Clean Street. Massie explained that out of all the vendors, the committee felt that Clean Street was the most familiar with the area and had the equipment and manpower needed to continue successful Streetscape efforts in the BID. MacPherson explained that since the Sunset and Vine contract was initiated approximately two years prior to the RFP process there was not too much of a significant price change for services within the BID, however for Hollywood there was a significant price increase. That being the case the HPOA staff is in the process of negotiating the pricing for the contract and in the process of determining the contract's length (which will be either one year under current terms or three years with improved terms).

It was moved by Michael Mandala, seconded by Michael Pogorzelski and CARRIED to authorize the HPOA staff to negotiate a change order to the Clean Street Contract for an either one or three year term, in consultation with the Vendor Selection Committee. The Board authorizes the Committee to approve or renegotiate the contract as long as it is within the BID's budget. Unanimously approved.

B. Marketing and Communications

1. Update on Fashion Week Developments: Craig Donahue informed the board that Fashion week will move to Hollywood in 2009, and that event organizers are still in the process of selecting a venue to host the event.

2. NavigateHollywood.com Update: Katie Zandona briefed the board on the progress of the website. Zandona informed the board that the staff received some feedback from stakeholders at a recent presentation of the site and is implementing the changes. The staff is hoping to have the site up and running

some time in mid-January. Kerry Morrison explained to the board that the site is a project of the HPOA and that no Sunset and Vine resources have been used in the site's development process; however the site would benefit Sunset and Vine BID visitors as well.

3. Earth Day Festival: Donahue mentioned that in hearing about the Mayor's Earth Day Youth contest, he began thinking about designing an Earth Day festival for Hollywood. The festival would be two days in length and would possibly close down part of Ivar Ave. Donahue said he would continue to inform the board on his progress.

C. Security Committee

1. Status of Cahuenga Blvd./Sunset Blvd. Camera: Mariani informed the board that after a site visit with LADOT to the potential camera's location the staff had secured permission from LADOT to use the ATSAC pole's power source for the LAPD camera. Now that permission had been obtained, the staff is working with its vendor, Metro Video, to schedule an installation of the camera for sometime in late December or early January.

2. Presentation of Alternative Budget Assumptions for Security Patrol Deployment for 2009: Morrison reviewed with the board a revised budget and chart outlining security hours for the coming year. If the board were to approve a change order to the Andrews contract it would allow the board to have more manpower to cover the BID area throughout the year, particularly on the weekends and especially during the summer months, when the area tends to see an increase in foot traffic.

It was moved by Duke Gallagher, seconded by Darcy Judd and CARRIED to authorize the staff to prepare change order to the Andrews International Contract for 2009 for an amount not to exceed \$770,000 per annum. Unanimously approved.

D. Nominating Committee

1. Announcement of Recommended Slate of Directors: Fr. Mandala reported to the board on the committee's activities and informed the board that Darcy Judd and George Abou-Daoud have withdrawn their names from consideration for the board. Five new applicants submitted applications and of the five, four have been recommended to be added to the board. As a result, Fr. Mandala announced the slate that will be elected at the January 2009 meeting.

Shake Bakalyan, Wells Fargo Bank
Craig Donahue, The Donahue Group
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors & Developers
Duke Gallagher, The Production Group
Brent Gaulke, Gerding Edlen
Ryan Harter, CIM Group
Lillian Kuo, Broadreach Capital Partners, LLC
Michael Mandala, SJ, Blessed Sacrament Church
Carol Massie, McDonald's Vine Street

Michael Pogorzelski, AMPAS
Rouben Rapelian, Sunset Bronson Studios
Fred Rosenthal, Ametron
Travis Serpa, Space 1520
Nick Spampinato, Live Nation/Palladium

The officers would then begin their terms at the board's February 2009 meeting and would at that time draw straws to determine each board member's term length (either one or two years). In addition to this, the committee will also be recommending officers for the board's approval at their February meeting.

6. New Business

A. Bylaws Review Working Group

1. Morrison reported that Jeff Briggs had reviewed the CHC bylaws and has recommended revisions. Morrison has not been able to approach this task and recommended deferring any action items regarding the bylaws until the board's January meeting.

7. Report from Kerry Morrison

A. Draft Items from HPOA – CHC Agreement for Board's Review

1. Review of Change Order to HPOA-CHC 2009 Management Agreement: Kerry Morrison reviewed with the board the change order to the HPOA-CHC agreement. Some changes included the fact that with the exit of Don Duckworth, HPOA staff would now be responsible for submitting required reports to the City and for supervising assessment roll maintenance with Willdan Financial. However HPOA staff will not be responsible for the original database information supplied to Willdan. The staff time will continue to be split between the two BIDs on a proportionate basis. Morrison said after the change order is reviewed and approved by the HPOA board at their December board meeting, she will bring it back to the CHC for approval at their January 2009 board meeting.

2. Review of Proposed Policy Governing Deadlines for Submission of Assessment Roll Adjustments: Morrison reported that in reviewing the Technicolor building and Helen Bernstein High School cases it came to the staff's attention that these building would not be assessed for 2008-09 due to obtaining their certificates of occupancy after the County's roll submittal deadline. As a result, staff is recommending the development of a policy that would stipulate a date beyond which no assessment changes (either through demolition or new construction) would be manually made through the city. The staff is recommending, March 1st, but will bring this back to the next meeting, after conferring with the Hollywood Entertainment District board.

B. Field Trip to Step Up on Second: Morrison invited the board to take part in the second field trip to Step Up on Second on Friday December 19, 2008. Dirk Degraeve

encouraged all board members who did not attend the prior field trip to take part in the experience. The facility serves as a great example of blending community resources together with assisted living.

C. Report from Housing CA Conference: Morrison and MacPherson thanked the board for helping to pay for their admission to the conference taking place in Downtown L.A. Morrison reported that they had obtained a lot of helpful information on helping to house Hollywood's homeless and would be briefing the board on the conference at their next meeting.

9. Next Meeting

The next meeting was scheduled for Tuesday, January 13, 2009 at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 5:34 P.M.